

The logo for ACTIVE Archive features the word "ACTIVE" in a bold, white, sans-serif font and "Archive" in a white, serif font, both set against a blue, trapezoidal background. This background is part of a larger graphic with orange and blue diagonal stripes and a background of blue and white digital particles.

## What is Active Archiving?

The Active Archive Alliance serves as a vendor-neutral, trusted source for providing end users with technical expertise and guidance to design and implement modern active archive strategies that solve data growth challenges through intelligent data management. Active archives enable reliable, online and cost-effective access to data throughout its life and are compatible with flash, disk, tape, or cloud as well as file, block or object storage systems. They help move data to the appropriate storage tiers to minimize cost while maintaining ease of user accessibility.

# Active Archive Alliance Newsletter

August 2020

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## 2020 State of Active Archive Report

The Active Archive Alliance has unveiled its 2020 State of the Industry Report, highlighting new technologies and the evolving uses of active archives. As a result of its fast-increasing value, today's data demands an intelligent archive solution that leverages the advanced capabilities of data movement technology and scale-out hardware.

This year marks the 10th anniversary of the Active Archive Alliance's founding – and active archive solutions are as relevant today as ever before. New applications, such as IoT, autonomous vehicles, AI, and more, are fueling demand and complementing traditional use cases as archival data requirements evolve. In addition, key industries rely on active archive solutions to help solve massive data growth challenges, including healthcare, high-performance computing (HPC) in life sciences, security, business efficiency and continuity, and media and entertainment.

View the full report [here](#).



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## The Active Archive Alliance Welcomes Three New Sponsors

IBM, PoINT Software & Systems, and Quantum have joined the growing number of industry-leading storage and IT vendors that are working together to elevate new active archive strategies, technologies and use cases to unlock the value of archival data. Here's a brief overview of these companies and why they joined the Alliance.



IBM's active archival solution, the IBM Cloud Object Storage System™, provides an industry-leading software-defined hyperscale and cost-effective solution for AI workloads and big data primary and secondary storage. Customers use its solution across the globe for modern workloads such as AI, analytics, IoT, video and image repositories and cloud storage for service providers, including IBM Cloud.

*"Many organizations are seeking an archival solution that provides their users with immediate access to their data. Our archive storage solutions combine Exabytes of storage with geodispersed technology and built-in encryption for data integrity and confidentiality. We are excited to join the Active Archive Alliance and to help promote solutions that deliver rapid data search, retrieval, and analytics."* - Chris Dittmer, Vice President, IBM High End Storage at IBM.



PoINT Software & Systems specializes in the development and distribution of software products for storage, management and long-term archiving of data using all available storage technologies. PoINT products allow efficient usage of storage systems, and its software solutions fulfil compliance and archiving requirements and provide independence from storage technologies and vendors.

*"PoINT's storage and data management software provides an exceptionally efficient way to reduce costs without productive restrictions while fulfilling requirements for long-term compliant storage. Our products allow efficient usage of storage systems and help to reduce costs and issues caused by data growth. PoINT products have been proven in more than two million installations worldwide."* - Sebastian Klee, CMO at PoINT Software & Systems

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**STAY UP TO DATE!**

Read our blog at <http://activearchive.com/blog>



## Quantum

Quantum® technology and services help customers capture, create and share digital content – and preserve and protect it for decades. With solutions built for every stage of the data lifecycle, Quantum's platforms provide fast performance for high-resolution video and large unstructured data as well as the most durable and cost-effective solutions for long term preservation of all valuable content.

*“Quantum continues to be a leader in innovation for retaining and managing large unstructured datasets. Quantum’s recent acquisition of ActiveScale™ object storage, combined with our leading tape platforms, elevates our participation in the archive community and further strengthens the company’s focus and participation in customers’ active archive infrastructure. We are excited to add our perspective as an industry leader to the important voice of the Alliance.”*

- Mark Pastor, director of product management at Quantum

## Active Archive Thought Leaders Weigh In on Timely Topics

The Active Archive Alliance blog features industry trends and perspectives on modern strategies to solve data growth challenges. Here are some recent blogs from the Alliance’s members and sponsors:

### [Backup Less, Archive First](#)

*Dave Thomson, Senior VP of Sales and Marketing,  
QStar Technologies*

### [Cut Ties to Legacy Systems to Contain Costs, Increase Access to Valuable Data in a Post-COVID-19 World](#)

*Julie Fogel, Director of Marketing, MediQuant*

### [An Active Archive Strategy Can Help Solve More than Just Archiving](#)

*Floyd Christofferson, CEO of Strongbox Data Solutions*

### [IoT and AI Generate Demand for Active Archive](#)

*Rich Gadomski, Tape Evangelist, Fujifilm Recording Media,  
U.S.A., Inc.*

### [Active Archive Supports the Quadruple Aim in Healthcare](#)

*Shannon Larkin, VP of Marketing & Business Development  
at Harmony*

### [Active Archive: Object Storage Matures into Hierarchical Storage Management](#)

*Shawn Brume, Global Hypergrowth Storage OM at IBM*

### [The Right Combination of Tape and Cloud Storage](#)

*Betsy Doughty, Vice President of Corporate Marketing  
at Spectra Logic*

Check out the [Active Archive Alliance blog](#) for more information and insights on data management trends.

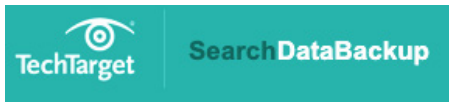


## In Memoriam: Rich Brueckner

We were saddened to hear the news of Rich Brueckner’s passing in May 2020. Known to many in the industry as “the guy in the Red Hat,” Rich Brueckner was the Founder and President of InsideHPC and a technology pundit focused on high performance computing. He was also a friend to many of the Active Archive Alliance members and storage professionals throughout the industry and will be greatly missed.

Check out this tribute from HPCwire:  
[Hats over Hearts: Remembering Rich Brueckner](#)

## Active Archive In The News



### [Create a Data Archiving Process for Your Growing Data Sets](#)

“According to the ‘Active Archive and the State of the Industry 2020’ report by the Active Archive Alliance, 66% of respondents still use backup systems to store archive data. When IT uses backup copies as archives, and repeatedly backs up unchanging archive data, they lengthen the backup window and waste time and money on storage resources.”

### [Reflecting on 10 Years of Active Archive](#)

“Active archives are more relevant today than a decade ago as users are placing more value on unstructured data for creating time to market advantage, research and development, and business intelligence.”



### [A Bit About Archiving](#)

Active archiving enables organizations to operate analytics using high-performance and cost-effective archival storage.



## Active Archive Alliance Members

**FUJIFILM**

**SPECTRA**

**ATEMPO**

**harmony**  
HEALTHCARE IT

**IBM**

**IRON MOUNTAIN**

**MediQuant**

**POINT**  
software & systems

**QSTAR**  
TECHNOLOGIES  
SECURING THE FUTURE OF YOUR DATA

**Quantum**

**Qumulo**

**STRONGBOX**  
DATA SOLUTIONS

**Western Digital**

## Join the Active Archive Alliance

Does your company have a technology that complements an active archive? By becoming a sponsor of this organization, your company will be associated with the industry’s leading active archive solution vendors and will gain awareness among 12,000 data management and storage industry professionals.

For more information on the benefits of sponsorship, click [here](#).